

REMARKS

Applicants appreciate the consideration of the present application afforded by the Examiner. Claims 1-31 are currently pending. Favorable reconsideration and allowance of the present application are respectfully requested in view of the following remarks.

Claim Rejections - 35 U.S.C. §103(a)

Claims 1-31 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent Publication No. 2004/0153378 A1 to Perkowski ("Perkowski") in view of U.S. Patent No. 5,724,521 to Dedrick ("Dedrick"). Applicants respectfully traverse the rejection.

The present invention is directed to, *inter alia*, a particular-information displaying system and method wherein image data of a service button or banner advertisement is received from a menu server and displayed on a client computer or user's communication device. This image data is received in response to particular identification information being sent from the user's communication device to the menu server. This particular identification information indicates a particular service, the service button of which is received by the user's device in response to the particular identification information being sent from the user's device to the menu server. In other words, the service buttons received from the menu server and displayed on the screen of the client application are determined based on particular information sent from the user. In this manner, the particular identification information allows customization of the service buttons for different client computers, even when the client computers each are using the same client application. The service buttons allow a user of the client computer to initiate any one of a list of services, customized based on the particular identification information, to be carried out. The current amendment to independent claims 1, 10, and 26 clarifies these features of the present invention.

In contrast, the Perkowski reference is directed to an entirely different system which does not disclose the novel characteristics of the present invention. Perkowski appears to teach an Internet-based electronic commerce enabled shopping system wherein consumer product

information pertaining to a particular product can be readily requested by a consumer. This is enabled by embedding an information request tag associated with a certain product in the HTML code. *See Abstract*. Perkowski also teaches means by which manufacturers can register their products with the shopping system such that consumers can access product information linked to UPC numbers of products. *See paragraph [0032]*. In effect, Perkowski describes a centralized Web-based shopping site for products from multiple manufacturers, wherein product information for the products is readily requested by consumers, since the manufacturers have registered links to said information attached to the products' UPC codes.

However, Perkowski does not disclose the salient features of independent claim 1, including *causing the user's communication device to transmit particular identification information indicating a particular service to a first server, and causing the first server to transmit image data on the service button or banner advertisement corresponding to the particular identification information to the user's communication device upon receiving the particular identification information from the user's communication device*.

To attempt to show these features are present in Perkowski, the Examiner indicates paragraphs 32, 33, 41, 54, 60, 68, 81, 106, and 164 as disclosing the use of buttons and menus. *See Office Action, page 3*. However, the buttons taught by Perkowski reside on an Internet website. The buttons are not displayed in a screen of a client application after being received from a menu server in response to particular identification information indicating a particular service transmitted from the user's communication device.

In the present invention, a predetermined application installed on the client computer provides a screen on the client computer display for displaying the image data of the service button or banner advertisement. This screen is not provided by a Web browser, and the buttons do not reside on a webpage being accessed by a Web browser. Instead, the screen is provided by a predetermined client application (such as viewer software). For example, referring to Fig. 3, the client application 22 displays images of service buttons 28, 29, etc., image data of which are received by the client computer from a menu server in response to a transmission of particular

identification information from the client computer to the menu server. In this manner, the service buttons can be customized for a particular client based on the transmitted particular identification information. Perkowski in no way discloses this feature of the present invention.

As Perkowski is directed to an invention entirely distinct from the invention of the present application, and as Perkowski does not disclose the aforementioned limitations of independent claim 1, Applicants submit that claim 1 is distinguishable from Perkowski. The reference to Dedrick has not been, and indeed cannot be, relied upon to cure the aforementioned deficiencies of Perkowski. Therefore, Applicants submit that claim 1 is distinguishable from the combination of Perkowski and Dedrick.

As independent claims 10 and 26 recite features similar to those previously discussed with regard to independent claim 1, Applicant hereby submit that independent claims 10 and 26 are likewise distinguishable from Perkowski in view of Dedrick. As claims 2-9, 11-25, and 27-31 are variously dependent upon claims 1, 10, and 26, it is further submitted that these claims are likewise distinguishable from Perkowski in view of Dedrick.

Accordingly, Applicants submit that claims 1-31 are patentable over Perkowski in view of Dedrick and respectfully request that the rejection of claims 1-31 under §103(a) be withdrawn.

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CONCLUSION

All objections and rejections raised in the Office Action having been addressed, it is respectfully submitted that the present application is in condition for allowance. Notice of same is earnestly solicited.

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Respectfully submitted,

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